

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 7, 12, and 14 and ADD claim 15 in accordance with the following:

1. (CURRENTLY AMENDED) A sales transaction support method for supporting a sale of a commodity, comprising:
  - presenting said commodity;
  - providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image of said commodity presented and object image information of an image of said object; and
  - executing a transaction process for said commodity, where the transaction process includes making a try-on reservation for trying on said commodity ~~at a store selling the commodity~~, and
  - wherein customer information including at least one of data related to height, weight, body type and favorite fashion of a user is registered, said object image information is generated based on said customer information and said commodity is presented based on at least said favorite fashion of said customer information registered and displayed on a display device as a recommended commodity before the try-on simulation.

2-4 (CANCELLED)

5. (PREVIOUSLY PRESENTED) A sales transaction support method according to claim 1, wherein said presentation of said commodity, said providing of said try-on simulation image, and said execution of the transaction process are performed via a telecommunication network.

6. (PREVIOUSLY PRESENTED) A sales transaction support method according to claim 1, wherein said try-on reservation issues a try-on reservation card having thereon an

identification number for identifying said try-on reservation when said try-on reservation for trying on said commodity is made.

7. (CURRENTLY AMENDED) A sales transaction support apparatus for supporting a sale of a commodity, comprising:

commodity-presenting process means for presenting said commodity;

try-on simulation process means for providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image of said commodity presented by said commodity-presenting process means and object image information of an image of said object; and

transaction process means for executing a transaction process for said commodity, where said transaction process means makes a try-on reservation for trying on said commodity ~~at a store selling said commodity~~, and

wherein a customer information process means is provided for registering customer information including at least one of data related to height, weight, body type and favorite fashion of a user and said object image information is generated based on said customer information, and said commodity-presenting process means presents said commodity selected based on at least said favorite fashion of said customer information registered by said customer information processing means and displayed on a display device as a recommended commodity before the try-on simulation.

8-10. (CANCELLED)

11. (ORIGINAL) A sales transaction support apparatus according to claim 7, wherein said presentation of said commodity by said commodity-presenting process means, said provision of said try-on simulation image by said try-on simulation process means, and said transaction process by said transaction process means are performed via a telecommunication network.

12. (CURRENTLY AMENDED) A computer-readable recording medium storing a program for causing a computer to perform functions of:

presenting a commodity;

providing a try-on simulation image of an object virtually wearing said commodity by

using commodity image information of an image of said commodity presented and object image information of an image of said object; and

executing a transaction process for said commodity, where the transaction process includes making a try-on reservation for trying on said commodity ~~at a store selling the commodity~~, and

wherein customer information including at least one of data related to height, weight, body type and favorite fashion of a user is registered, said object image information is generated based on said customer information and said commodity is presented based on at least said favorite fashion of said customer information registered and displayed on a display device as a recommended commodity before the try-on simulation.

13. (CANCELLED)

14. (CURRENTLY AMENDED) A sales transaction support method for supporting a sale of commodities, comprising:

pre-selecting at least one of the commodities based on stored commodity presentation information indicative of recommended sales in relation to at least favorite fashion of a user and presenting the at least one of the commodities to the user;

providing a simulation image of an object virtually wearing at least one of the commodities using corresponding image information; and

executing the sales transaction including making a reservation for physically trying on the at least one of the commodities ~~at a store~~.

15. (NEW) A sales transaction support method, comprising:

enabling a user to make a try-on reservation for trying on a commodity, the commodity being used in a simulated image displaying an object defined by body type of the user virtually wearing the commodity; and

transmitting the try-on reservation including a corresponding identifier of the commodity to a provider to distinguish the commodity from commodities and executing a transaction with respect to the commodity based on the transmitted try-on reservation of the commodity.